

### Response from an ACCC spokesperson

- Thank you for your interest in this matter, and bringing the important issue of misleading influencer reviews to the attention of your audience. Influencers can be a powerful marketing tool, and the Australian Consumer Law applies as much to the digital world as it does to bricks and mortar retailers.
- It is not the ACCC's ordinary practice to provide details of the commencement of an investigation. However, with respect to your query around contracts, we note that both of the example contracts you have provided are from earlier in 2025, and pre-date our engagement with the trader. We understand Photobook Shop now instructs influencers to make an appropriate disclosure of the commercial relationship if an influencer receives payment or commission from Photobook Shop.
- With respect to your query about influencer posts, the relevant posts you have identified all pre-date the ACCC's announcement in March 2026.
- More generally on action against influencers, as per our Media Code of Conduct we do not ordinarily comment on current or potential future investigations into individual companies or influencers.
- The ACCC expects all businesses and influencers to comply with the Australian Consumer Law.